

## **CONCEPT PROPOSAL: Use the Standards to Describe the Public Health System**

### **GOAL**

Identify how policy makers and others could use information from the Standards to understand the public health system and its strengths and weaknesses.

### **HOW COULD THIS WORK**

The baseline measurement and the analysis would describe the overall public health system through charts and graphs. This information could be used to help the public, the media, legislators, and local policy makers know how individual parts of the system compare to each other and describe the overall capacity of the state as a whole. A communication plan would be written that could be used by individual agencies or friends of public health.

### **TIMELINE**

2003 – 2004

### **PRODUCTS NEEDED**

- Baseline measurement
- Analysis of the baseline measurements and the individual agency reports
- Communication plan
- Talking points for release of the results

### **QUESTIONS**

1. What other products would be needed?
2. How can the data be released without political consequences?
3. Who would the data be released to?

